

## Youth Tobacco Prevention Program for the High-Risk Country Peer Crowd



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### Social Branding Strategy Overview



- ❑ Behavior change marketing strategy that aims to change what it means to be a Country teen by breaking the association between tobacco use and the Country Identity.
- ❑ Social Branding approach identified as a promising strategy in 2014 AJPH article.
- ❑ Formative research in VT and VA identified Country teens as high risk audience not being reached by other tobacco prevention efforts.
- ❑ **Key Insights:** High prevalence of smoking and chew; Highly value personal freedom, independence, and family; Respect rights of companies and corporations to produce, and market whatever they want; Love and support their country; Enjoy outdoor activities such as hunting, fishing, and mudding; Facebook is still most widely used SM platform

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## Year 1 Evaluation Summary



- ❑ Strong brand awareness in first year (62.7% of total / 64.4% of tobacco users)
- ❑ More tobacco users (71.4%) are exposed to D&D Facebook page than overall sample (65.8%)
- ❑ Findings imply that D&D has successfully reached at-risk Country teens and 58.9% of the tobacco users who are aware of the brand "like" or "really like it"
- ❑ High prevalence of tobacco use in sample (34.5%) indicate social media efforts are reaching high-risk teen audience since the same FB targeting techniques used for the campaign were used for the study
- ❑ Campaign is now firmly associated with Country culture and 51.5% associate it with "living tobacco free".

## Digital Engagement



**Wayne Elwood Bourne** · Milton Jr. Sr. High School

No need for tobacco in your life it's taught me waste of cash and bad for people around

Like · Reply · Apr 10, 2015 9:47am



**Down And Dirty**

Exactly Wayne Elwood Bourne!

Like · Reply · Apr 10, 2015 1:48pm



**Jordan Lee Tuttle**

Ain't no tobacco goin to define us citizens as our ongoing selves to be what we choose to be, redneck all the way, tobacco free.

Like · Reply · Apr 8, 2015 3:07am



**Down And Dirty**

Couldn't have said it better our selves Jordan!

Like · Reply · Apr 10, 2015 1:53pm

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## Digital Engagement



**Hannah Cota**

You don't need tobacco to be redneck or country.

[Like](#) · [Reply](#) · Apr 5, 2015 9:28am



**Down And Dirty**

Our thoughts exactly, and nothing better than the country life

[Like](#) · [Reply](#) · Apr 10, 2015 1:49pm



**Aaron Bates** · Rutland High School

No Need to have tobacco in your life I've learned it's nothing but bad new and problems and a big waste of money Rutland vt

[Like](#) · [Reply](#) · Apr 7, 2015 9:39pm



**Down And Dirty**

We've learned the same thing Aaron Bates. Are you going to Vermonster at the fair grounds in Rutland this May?

[Like](#) · [Reply](#) · Apr 10, 2015 1:50pm

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## "Legacy" Spot

- ❑ First MP to focus solely on chewing tobacco.
- ❑ Country youth are far more likely to use chewing tobacco than any other youth audience.
- ❑ Initial exposure to smokeless tobacco often occurs through older family members.
- ❑ Youth often view chew/dip as a healthy alternative to smoking.
- ❑ Spot uses emotional appeal with realistic consequences. Visuals and copy aligns with Country values to further connect the audience with the tobacco-free messaging.

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## Rural Teen Media Overview

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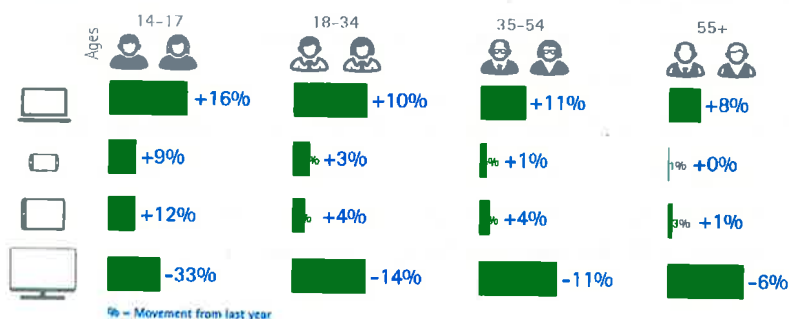
## Rural Teen Digital Media



The way viewers consume video content is changing faster than ever before —  
14-17 year-olds are abandoning TV screens faster than any other group.



TV Shows / Movies



Source: 2015 Accenture Digital Consumer Survey

% Users that are accessing content  
"daily" AND "weekly"

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## Rural Teen Digital Media

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Youth 13-24 view fewer hours of traditional TV than content from digital sources.

Online video watched by 96% of youth at an average of 11 hours weekly

Traditional TV viewed by 81% of youth at an average of 8 hours weekly

Source: 2015 Acumen Report—Constant Content  
Defy media partnering with Hunter Qualitative Research  
and child psychologists at KnoWhy Research



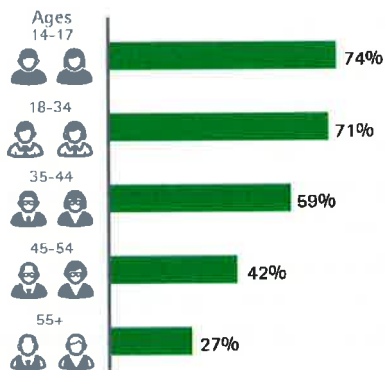
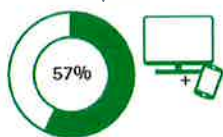
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## Rural Teen Digital Media

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Consumers are multi-tasking by using more than one device simultaneously – especially teens

Tv + Smartphone



% Multi-tasking users selecting all applicable devices used while watching TV

Sample base: Respondents owning the specific devices and multi-tasking while watching TV | N=17048  
Source: 2015 Accenture Digital Consumer Survey

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## Rural Teen Digital Media



- ❑ **91% of rural teens** access the internet from a mobile device\*
- ❑ Teens ages 13 to 17 are going online frequently. Aided by the convenience and constant access provided by mobile phones, **92% of teens report going online daily** — with 24% using the internet “almost constantly”
- ❑ **Facebook** is more likely to be cited as the **most used site by lower income youth** than by higher income teens\*
- ❑ Teens who fall into **lower socioeconomic groups** are more likely than those living in higher income and more highly educated households to **use their cell phone as a primary point of internet access\*\***

Source:

\*Teens & Technology 2015 Pew Research Center released 4-9-15

\*\*Teens & Technology 2013 Pew Research Center

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## “Legacy” – Audience Feedback

- ❑ Top 3 things that stood out
  - ❑ “The music” x 2
  - ❑ “The truck” x 2
  - ❑ “His story” x 3
  - ❑ “His tone of voice”
  - ❑ “Strong message – great footage and shots – the graveyard scene gave me chills”
  - ❑ “My life my legacy to be tobacco free” Thought this was a good statement that shows you make your own choices. Isn’t dip and chewing tobacco the same the same thing?”

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## "Legacy" – Audience Feedback

- Do you like the commercial? Why or why not?
  - ▣ "I like the commercial, but it should be a little more sad though for impact."
  - ▣ "I did like the commercial because it made me think twice about ever thinking about smoking."
  - ▣ "Yes, it is a solid commercial with a strong and positive message."
  - ▣ "I did like the commercial, was a lot in 30 seconds."

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## "Legacy" – Audience Feedback

- What do you think is the main message?
  - ▣ "The main point is to learn from his dad's mistake."
  - ▣ "You can live a longer life tobacco-free."
  - ▣ "That chewing tobacco causes cancer. It also shows youth that they do not have to follow in others footsteps when it comes to using tobacco products. That they can create their own path that is tobacco free and ultimately a much better alternative."
  - ▣ "You can choose how to live."

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## "Legacy" – Audience Feedback

- Do you relate to this commercial? Why or why not?
  - ▣ "I do relate to this because my dad smokes and I refuse to give in."
  - ▣ "Yes I do cuz I've lost someone to cancer."
  - ▣ "I can relate – lost and uncle to lung cancer. Definitely motivation to live your own life."
  - ▣ "No because I don't use tobacco products and neither did my parents."

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## "Legacy" – Audience Feedback

- Do you think this commercial would motivate people your age to live tobacco-free? Why or why not?
  - ▣ "I can relate to it. I think this commercial would motivate people to quit."
  - ▣ "For the most part yes, it should motivate ppl to stop using tobacco cuz it will make them think of their parents."
  - ▣ "I believe it would motivate people my age to live tobacco free because who doesn't want a longer life? Goes to show anyone can lose their life due to tobacco."
  - ▣ "It certainly could but I don't think it is as powerful of some of the other D&D commercials that I have seen. The commercials that have the most impact I think are the ones that highlight and point out some surprising fact or statistic related to tobacco."

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For VTERB Wednesday, May 6, 2015

# DOWN AND DIRTY

**FY15 PROPOSED RURAL  
VERMONT TEEN CAMPAIGN  
"LEGACY"**  
May 18 – June 28, 2015

## "LEGACY" OVERVIEW

The "Legacy" video spot is the first **Down & Dirty** message package to focus solely on chewing tobacco. Country youth are far more likely to use chewing tobacco than any other peer group in Vermont. Initial exposure to smokeless tobacco often occurs through older family members, including parents. Youth often view chewing tobacco (dip) as a healthy alternative to smoking.

This spot features an emotional appeal alongside realistic consequences of smokeless tobacco use. The visuals and voiceover further integrate Country values and tobacco-free messaging. It will educate Country teens on the harmful effects of smokeless tobacco by getting them to think about tobacco use within the context of their family's legacy.



## TARGET AUDIENCE

- Vermont Teens, ages 12-17, of low SES
- Teens using, or at risk of using, smokeless tobacco

## GOALS

- Contribute to shifting social norms by creating an association between Country culture and living tobacco-free
- Reach at-risk rural teens through the types of media which they are most likely to consume
- Statewide reach, with a six week campaign

## THE BUY

*Teens consume TV and other forms of traditional media less often in favor of internet media, therefore;*

- Appear on the most common platforms used by teens to access media

- Mobile devices (tablets and smartphones – eg, iPads and internet-connected phones)
- Laptop and Desktop Computers
- Television

- Target Vermont's geography and media preferences

- Geography: All Vermont zip codes
- Content: Appears online when users watch TV episodes, movies, etc. through the internet
- TV buy

- Strategic Digital Ad Placement

- Video appears before and/or during the media being viewed on HULU, Facebook, YouTube, etc.
- Online viewers given option to share video on their personal social media

## PROPOSED BUDGET

**\$42,000 over six weeks, beginning 5/18/15**

## ESTIMATED REACH

- **158 GRPs per week through television among teens ages 12-18**
- **2.022 million estimated impressions across all internet media sources accessed by teens ages 12-18**

